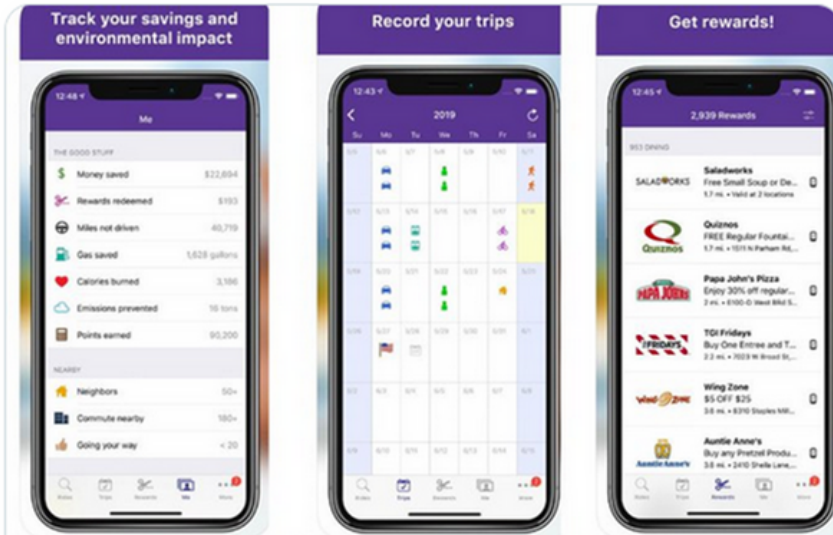


JANUARY RECAP

RideFinders @teamridefinders · Jan 6
#DYK it's National #TechnologyDay! With our free Rides & Rewards app record your trips, find safe bike routes, earn points for rewards AND so much more: ridefinders.com/commuter-resou... #NationalTechnologyDay #itsagreenthing2022 #ThursdayThoughts



Be the CEO of Your Commute

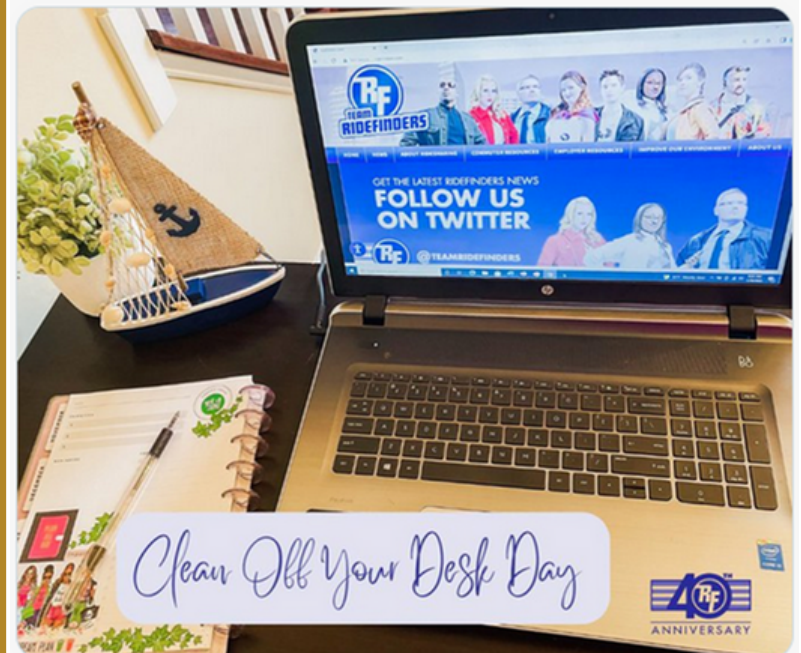
DOWNLOAD OUR FREE RIDES & REWARDS APP TODAY

ridefinders.com



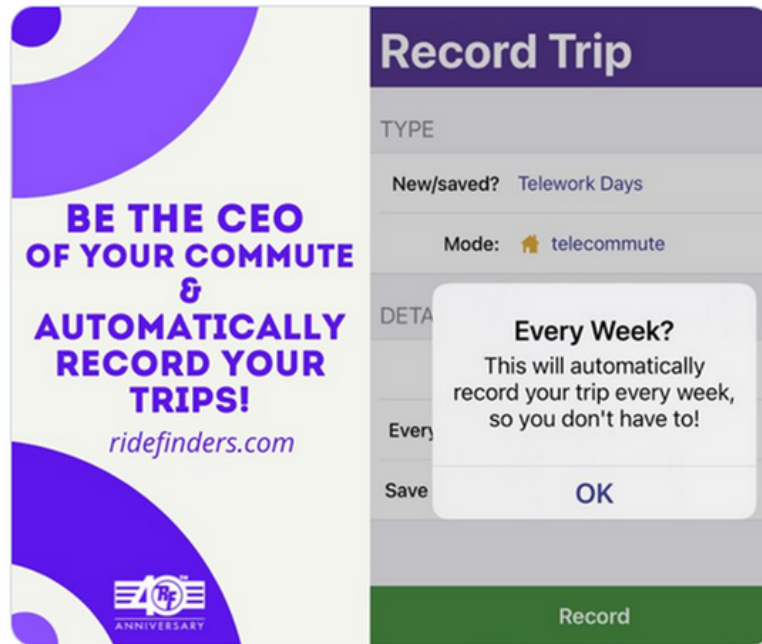
Highlighting a few initiatives and activities that underscore our work in the region with employers, commuters, transportation leaders as well as within the community space.

RideFinders @teamridefinders · Jan 10
As we're sailing into a new work week, declutter your workspace whether you're working from home or in the office- it's #CleanOffYourDeskDay! And while you're cleaning, make sure you record your #telework days and "greener" trips at ridefinders.com #MondayMotivation



RideFinders @teamridefinders · 8m

#TuesdayTip - Set your recurring greener trips automatically on your personalized commute calendar! Log in or set up a free account today: ridefinders.com #betheceoofyourcommute



BY THE NUMBERS

RideFinders @teamridefinders · Jan 7

Hoping your co-worker doesn't make this fuss to get attention or food. She doesn't understand office culture; HR may need to be called 😅 But seriously, record your telework & "green" trips daily & make some NOISE by helping the environment! ridefinders.com/commuter-resou... #fridayfunny



10,692 Active Clients
331 Transit Trips Recorded
452 Telework Days Recorded
84 Vanpool Trips Recorded
189 Carpool Trips Recorded
18.6 Tons of CO₂ Reduced
60 lbs of NO_x Reduced
\$25,610 - Money Saved

RideFinders @teamridefinders · Jan 22

Growing interest in biking 🚲 & other active transportation modes in Henrico 📍 #SharingIsCaring

Henrico County Government @HenricoNews · Jan 22

#Henrico is seeing growing interest in bicycling and other modes of "active transportation." Leveraged with access to public transit, bicycling can be a more affordable option than traveling by car and offer health and environmental benefits.

Benefits: Affordability, Mobility, & Environmental Sustainability

- For many, transportation is the second largest piece of their budget.
- Bike trips eliminate gas costs, wear and tear on the vehicle, etc.
- Cars are costly and not an option for all.
- A bike makes it possible to have a multi-modal commute in which you bike to or from the bus.
- Cars use fossil fuels, and anything that uses energy has an environmental cost.
- Parking lots take up valuable space, increase runoff and contribute to stormwater pollution.
- Active transportation is a healthier alternative.



REGIONAL TRANSPORTATION PARTICIPATION

BikePedRVA 2045 Public Review Period Opens February 8 to March 22, 2022

Jan 27, 2022

PlanRVA and the Richmond Regional Transportation Organization (RRTPO) is developing **BikePedRVA 2045**, a crucial update of the 2004 Richmond Regional Bicycle and Pedestrian Plan. The plan focuses on building a cross-regional transportation network of shared use paths, interconnected and supported by local level projects for sidewalks, neighborhood connectors, bikeable streets, and complete streets elements that will create a comprehensive system for active transportation - walking, rolling, scooting, cycling, or taking transit. [CLICK HERE](#) to view the BikePedRVA 2045 Fact Sheet!



- Shared PlanRVA's public comment period for the BikePedRVA 2045 update.
- Shared Henrico County's Bike Plan which includes other "active" transportation.
- Attended the VA Transit Association's *Transit Equity Toolkit Launch* webinar and the City of Richmond's *Path to Equity Public Kickoff* webinar.

RideFinders @teamridefinders · Jan 10

NEW @GRTCTransit buses with electronic signs on the rear! 📢

GRTC Transit System @GRTCTransit · Jan 10

You love “2C” it. Fifteen new @gilligllc buses are now on the street. These vehicles are the first in our fleet with electronic signs on the rear so you can more easily identify your bus from behind and make your connection.



TRANSIT TALK

- Shared GRTC's inclement weather, detours, and holiday service updates.
- Continued working with GRTC on the Micro Transit Study project.
- Promoted PlanRVA's Better Together Webinar featuring GRTC Transit's CEO Julie Timm on the Micro Transit Study project.

RideFinders @teamridefinders · 39s

JOIN @PlanRVA & @GRTCTransit CEO Julie Timm for the Better Together Webinar on the Micro Transit Study project . Register 📢 #transit

PlanRVA @PlanRVA · 33m

This Thursday at 2 pm, our Better Together Webinar series will feature @GRTCTransit Chief Executive Officer, Julie Timm who will be focusing on the Micro Transit Study project.

Join us bit.ly/3tG6I3P

#OneRegionRVA #BetterTogether #ridegrtc

BETTER TOGETHER WEBINAR

Topic: Micro Transit Study

Panelist: Julie Timm, CEO



OUTREACH ACTIVITIES



- Forwarded the VA Department of Environmental Quality's Clean School Bus Program grant info to Colonial Heights, Hopewell, Petersburg, and the counties of Dinwiddie, Prince George, Louisa, and Caroline.
- Continued vanpool recruitment efforts in placing riders on existing and new vans.
- Shared the quantitative impact of recording green trips with clients.

RideFinders @teamridefinders · Jan 4

Keep the same energy in **2022** & commit to recording your green commute trips! Collectively, YOU recorded 12,478 trips & reduced vehicle miles traveled (VMT) by 591,928. Commute safely, friends! Download our FREE app today! ridefinders.com #tuesdaythoughts

- **10,692** Registered Clients
- **414** New Members
- **591,928** Reduced Miles (VMT)
- **12,478** Recorded Trips
- **18,771** Reduced Trips
- **24,583** Gallons of Gas Saved
- **\$336,074** Money Saved by Commuters
- **60,496** Calories Burned
- **241** Tons of CO₂ Reduced
- **776** lbs of NO_x Reduced

THANK YOU

for your recording your trips in 2021 and helping to make an impact on the region.

Let's keep that same energy in 2022!





RideFinders, Central Virginia

Posted by Cherika Ruffin

23h · 🌐

WAY TO GO WEDNESDAY - Take a look at the [Virginia Department of Rail and Public Transportation's Annual Report](#) highlighting key 2021 initiatives and programs across Virginia! 📌 Want to be featured on Way to Go Wednesday? Share a photo and how RideFinders has helped you! Email: rideshare@ridefinders.com.
[#waytogowednesday](#) [#wednesdaywins](#)

WAY TO GO WEDNESDAY

- Launched the Way to Go Wednesday series to spotlight RideFinders staff, partner agencies and those using our program and services.
- Posted how to submit commuter stories, testimonials and pictures on website: <http://ridefinders.com/news/way-to-go-wednesday>.
- Featured the VA Department of Rail & Public Transportation's Annual Report.

RideFinders @teamridefinders · Jan 12

WAY TO GO WED- Brigitte is 1 of our Acct Execs. She's passionate & enthusiastic when sharing info about our programs/services w/ the community and commuters! Share a photo & how @teamridefinders has helped you to: rideshare@ridefinders.com. [#waytogowednesday](#) [#wednesdaythought](#)



COMMUNITY ENGAGEMENT

RideFinders @teamridefinders · Jan 13
Learn more about the Staples Mill Road/Route 33 Small Area Plan in #Henrico during an online public meeting! Register 📍 #ThursdayThought

VDOT Richmond @VaDOTRVA · Jan 13
Reminder! Join #VDOT for an online public meeting today from 6-7 p.m. to learn more about the Staples Mill Road/Route 33 Small Area Plan in #Henrico. Register now at bit.ly/StaplesMillMee... @HenricoNews @VaDOT @VirginiaDRPT @CityRichmondVA @GRTCTransit



- Distributed RideFinders Social Media Survey through various platforms. The survey focused on messaging recall to help plan future marketing and social media campaigns.
- Shared the VA Department of Transportation's Richmond online public meeting notice on the Staples Mill Road/Route 33 Small Area Plan in Henrico.



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